

CLAIMS

1 1. A method for assisting a user of an item purchasing service in giving
2 groups of related items to recipients, the computer-implemented method comprising:
3 defining each of a plurality of gift clusters having multiple related items by,
4 for each of a plurality of items,
5 displaying information identifying the item to the user;
6 receiving an indication from the user to add the item to the
7 gift cluster being defined; and
8 in response, adding the item to the gift cluster being defined;
9 receiving an indication from the user of at least one category for the
10 gift cluster being defined; and
11 associating the indicated at least one category with the gift cluster
12 being defined;
13 storing each of the defined gift clusters for later use in ordering;
14 after the storing, displaying to the user information identifying the stored
15 defined gift clusters and the categories associated with each of the gift clusters; and
16 after selection by the user of a displayed indication of one of the identified
17 gift clusters and an indication of a recipient, sending to a server computer a request to
18 order as a group for the recipient each of the items included in the indicated gift cluster,
19 so that the user can send multiple related items to a recipient with a single selection.

1 2. The method of claim 1 wherein the indicated gift cluster includes an
2 item representing a product to be supplied and an item representing a service to be
3 provided.

3. The method of claim 1 wherein the indicated gift cluster includes items that are different types of products.

4. The method of claim 1 wherein a procurement option is defined to assist ordering of items for a specified recipient using specified payment information, wherein the specified recipient is the indicated recipient, and wherein the selection of the displayed indicated gift cluster and indicated recipient is based on selection of a displayed indication of the procurement option while the procurement option is associated with the indicated gift cluster.

5. The method of claim 4 including using the specified payment information to purchase each of the items included in the indicated gift cluster.

6. The method of claim 1 including:
receiving an indication from another user to display information identifying defined gift clusters having an associated specified value for a specified category;
determining available stored gift clusters having the associated value for the category;
displaying to the another user information identifying the determined gift clusters; and
after selection by the another user of a displayed indication of one of the determined gift clusters and an indication of a second recipient, sending to a server computer a request to order as a group for the second recipient each of the items included in the gift cluster indicated by the another user.

7. The method of claim 1 including receiving an indication from the user to make at least one of the stored defined gift clusters available for ordering by other users.

1 8. The method of claim 1 including sending to the recipient as a group
2 each of the items included in the indicated gift cluster.

1 9. A method for ordering multiple items defined by a user as a group
2 using a client system, the method comprising:

3 displaying information identifying multiple items previously defined by a
4 user to be a group, and displaying an indication of an action that is to be performed to
5 order the user-defined group of multiple items; and

6 in response to the indicated action being performed, sending to a server
7 computer a request to order the user-defined group of multiple items.

1 10. The method of claim 9 including receiving an indication of a
2 recipient to whom the ordered group of multiple items is to be delivered, and wherein the
3 sending of the request includes an indication to deliver the multiple items to the indicated
4 recipient as a group.

1 11. The method of claim 9 wherein the sending of the request to the
2 server computer results in an order being placed for the multiple items without any
3 further interaction by a user of the client system.

1 12. The method of claim 9 wherein the displaying includes displaying an
2 indication to add the user-defined group to a collection of items for later ordering.

1 13. The method of claim 9 wherein the displaying includes displaying to
2 a user an indication to add the user-defined group to a collection of items for that user
3 that is accessible to others, the collection for indicating to the others items in which that
4 user has expressed an interest.

1 14. The method of claim 9 wherein the displaying includes displaying an
2 indication of each of multiple procurement options having information related to
3 ordering, wherein the indicated action that is to be performed to order the user-defined
4 group is selection of one of the displayed procurement option indications, and wherein
5 the sending of the request includes an indication to order the user-defined group using the
6 information of the procurement option for the selected indication.

1 15. The method of claim 9 wherein the displaying identifies multiple
2 user-defined groups each having multiple items, and including, before the sending to the
3 server computer of the request to order a user-defined group of multiple items, receiving
4 an indication of the user-defined group of multiple items to be ordered from a customer
5 performing the ordering.

1 16. The method of claim 15 wherein the displaying that identifies the
2 multiple user-defined groups of multiple items is in response to selection by the customer
3 of a displayed indication representing the multiple user-defined groups.

1 17. The method of claim 15 wherein the performing of the indicated
2 action includes the indicating of the user-defined group of multiple items to be ordered.

1 18. The method of claim 15 wherein the multiple user-defined groups of
2 multiple items were previously defined by the customer.

1 19. The method of claim 9 wherein the ordering of the user-defined
2 group of multiple items is performed by a second user distinct from the user.

1 20. The method of claim 9 wherein the user-defined group includes an
2 item representing a product to be supplied and an item representing a service to be
3 provided.

1 21. The method of claim 9 wherein the user-defined group includes
2 items that are different types of products.

1 22. The method of claim 9 wherein the user-defined group includes an
2 item that is another user-defined group of multiple items.

1 23. The method of claim 9 wherein the user-defined group has
2 associated shipping instructions, and wherein the sent request is additionally to deliver
3 the multiple items as specified by the shipping instructions.

1 24. The method of claim 9 wherein the user-defined group has
2 associated wrapping instructions for the multiple items, and wherein the sent request is
3 additionally to wrap the multiple items as specified by the wrapping instructions.

1 25. The method of claim 9 wherein the displayed information and the
2 displayed indication are part of a Web page received from the server system.

1 26. The method of claim 9 wherein the performing of the indicated
2 action includes clicking a mouse button when a cursor is positioned over the displayed
3 indication.

1 27. The method of claim 9 wherein the displaying of the information
2 identifying the user-defined group of multiple items is in response to determining that the
3 user-defined group satisfies search criteria specified by a customer.

1 28. The method of claim 27 including assisting the customer to specify
2 the search criteria by:
3 displaying indications of multiple categories related to user-defined groups
4 of items; and

5 receiving indications from the customer of a value for at least one of the
6 multiple categories.

1 29. The method of claim 27 wherein the search criteria relates to
2 popularity of the user-defined group among other users.

1 30. The method of claim 27 wherein the search criteria relates to
2 demographic information about an intended recipient.

1 31. The method of claim 27 wherein the search criteria identifies groups
2 of multiple items such that the identified groups have a specified price.

1 32. The method of claim 27 wherein the search criteria identifies groups
2 of multiple items defined for a specified recipient.

1 33. The method of claim 27 wherein the search criteria identifies user-
2 defined groups appropriate for a specified occasion.

1 34. The method of claim 27 wherein the search criteria identifies groups
2 of multiple items defined for users with specified interests.

1 35. The method of claim 9 including, before the displaying of the
2 information, defining the group of multiple items based on received indications from the
3 user.

1 36. The method of claim 35 including assisting the user to define the
2 group of multiple items by:

3 displaying indications of multiple items; and

4 in response to received indications for at least some of the multiple items,
5 adding the indicated items to the defined group.

1 37. The method of claim 35 including receiving category information to
2 be associated with the defined group of multiple items.

1 38. The method of claim 35 including receiving an indication from the
2 user to make the defined group of multiple items available for ordering to other users.

1 39. A computer-readable medium whose contents cause a computer
2 system to perform the method of claim 9.

1 40. The computer-readable medium of claim 39 wherein the computer-
2 readable medium is a data transmission medium transmitting a generated data signal
3 containing the contents.

1 41. The computer-readable medium of claim 39 wherein the computer-
2 readable medium is a memory of a computer system.

1 42. A computer-readable generated data signal transmitted via a
2 transmission medium, the generated data signal having encoded contents that assist a first
3 user of a computer system to order multiple items defined as a group by a second user,
4 by:

5 displaying information to the first user identifying a group of multiple items
6 defined by the second user and displaying to the first user an indication of an action that
7 is to be performed to order the user-defined group of multiple items; and

8 in response to the indicated action being performed, sending to a server
9 computer a request to order the user-defined group of multiple items.

1 43. The computer-readable generated data signal of claim 42 wherein the
2 first user is distinct from the second user.

1 44. A client system for ordering multiple items defined by a user as a
2 group, comprising:

3 a display component capable of displaying information identifying multiple
4 items defined by a user as a group and of displaying an indication of an action that is to
5 be performed to order the user-defined group of multiple items; and

6 an item ordering component capable of, after performance of the indicated
7 action, sending to a server computer a request to order the user-defined group of multiple
8 items.

1 45. A client system for ordering multiple items defined by a user as a
2 group, comprising:

3 means for displaying information identifying multiple items defined by a
4 user as a group and displaying an indication of an action that is to be performed to order
5 the user-defined group of multiple items; and

6 means for in response to the indicated action being performed, sending to a
7 server computer a request to order the user-defined group of multiple items.

1 46. A method for a server system to process an order for a group of
2 multiple items defined by a user, the method comprising:

3 sending to a client system information identifying multiple items that were
4 previously defined by a user to be a group, and sending to the client system an indication
5 of an action that is to be performed to order the user-defined group of multiple items; and

6 after receiving an indication from the client system that the indicated action
7 has been performed, placing an order for the multiple items of the user-defined group to
8 be delivered as a group to a recipient.

1 47. The method of claim 46 wherein the sent information identifies
2 multiple user-defined groups each having multiple items, and wherein the receiving of the

3 indication that the indicated action has been performed includes an indication of the user-
4 defined group of multiple items to be ordered.

1 48. The method of claim 46 wherein the ordering of the user-defined
2 group of multiple items is performed by a second user distinct from the user.

1 49. The method of claim 46 wherein the user-defined group has
2 associated shipping instructions, and wherein the ordered multiple items are delivered as
3 specified by the shipping instructions.

1 50. The method of claim 46 wherein the sending of the information
2 identifying the user-defined group of multiple items is in response to determining that the
3 user-defined group satisfies search criteria specified by a customer.

1 51. The method of claim 46 including, before the sending of the
2 information, defining the group of multiple items based on received indications from the
3 user.

1 52. The method of claim 51 including removing the user-defined group
2 of multiple items based on criteria specified by the user during the defining of the group.

1 53. The method of claim 46 including delivering the multiple items to
2 the recipient as a group.

1 54. The method of claim 46 including charging a second user from
2 whom the order was received for the ordering of the user-defined group.

1 55. The method of claim 46 including:
2 under control of the client system,
3 receiving from the server system the sent information identifying the

4 user-defined group and the sent indication of the action;
5 displaying information identifying the user-defined group and an
6 indication of an action that is to be performed to order the user-defined group; and
7 in response to an indication from a customer using the client system,
8 sending to the server system the indication that the indicated action has been performed.

1 56. The method of claim 46 including sending information identifying
2 the user-defined group to each of a plurality of client systems having different users, and
3 placing multiple orders for the multiple items of the user-defined group in response to
4 received indications from the users at the client systems.

1 57. The method of claim 56 including tracking a number of times that
2 the user-defined group of multiple items has been ordered.

1 58. The method of claim 57 including determining a popularity rating for
2 the user-defined group of multiple items based on the number of times for that group.

1 59. The method of claim 57 including reimbursing the user based on the
2 number of times that the user-defined group is ordered.

1 60. A computer-readable medium whose contents cause a computer
2 system to perform the method of claim 46.

1 61. A server system for processing an order for a group of multiple items
2 defined by a user, comprising:

3 a component capable of sending to a client system information identifying a
4 group of multiple items that may be ordered, the group of multiple items defined by a
5 user; and

6 an item ordering component capable of, after receiving an indication from
7 the client system that the user-defined group of multiple items is to be ordered, placing an

8 order for the multiple items of the user-defined group to be delivered as a group to a
9 recipient.

1 62. A method for assisting a user in creating user-defined groups of
2 multiple items for ordering, the method comprising:

3 defining each of a plurality of groups of multiple items by,
4 receiving an indication from the user to add each of a plurality of
5 items to the group being defined; and
6 in response, associating each of the indicated items with the group;

7 and

8 for at least some of the user-defined groups, making those user-defined
9 group available for ordering to other users based on information received from the user,
10 so that any of the other users can order the multiple items in one of the available user-defined
11 groups by selecting that group for ordering.

1 63. The method of claim 62 including receiving an indication from one
2 of the other users to order one of the available user-defined groups, and ordering in
3 response as a group the multiple items associated with the indicated one user-defined
4 group for the one other user.

1 64. The method of claim 62 including receiving an indication from the
2 user to order one of the user-defined groups that was not made available to other users,
3 and ordering as a group the multiple items associated with the indicated one user-defined
4 group for the user.

1 65. The method of claim 62 including receiving wrapping instructions
2 from the user about each of the user-defined groups, and associating the received
3 information for a group with that group to assist in later ordering of the group.

66. The method of claim 62 including automatically generating descriptive information about each of the user-defined groups based on the items associated with the group, and associating the generated information for a group with that group to assist in later ordering of the group.

67. The method of claim 62 including automatically generating descriptive information about each of the user-defined groups based on demographic information of recipients for whom the group is ordered, and associating the generated information for a group with that group to assist in later ordering of the group.

68. The method of claim 62 wherein each of the user-defined groups includes an item representing a product to be supplied and an item representing a service to be provided.

69. The method of claim 62 wherein each of the user-defined groups includes items that are different types of products.

70. The method of claim 62 including receiving descriptive information from the user about each of the user-defined groups, and associating the received information for a group with that group to assist in later ordering of the group.

71. The method of claim 62 including receiving shipping instructions from the user about each of the user-defined groups, and associating the received information for a group with that group to assist in later ordering of the group.

72. A computer-readable medium containing a data structure for use in ordering multiple items defined by a user as a group, a visual representation of the data structure including an indication of a group of multiple items defined by a user and an

4 indication of a control that is selectable by a user to order the user-defined group of
5 multiple items, so that the user can order the user-defined group of multiple items by
6 selecting the indication for the control.

1 73. The computer-readable medium of claim 72 wherein the data
2 structure represents a document for display.

1 74. The computer-readable medium of claim 72 wherein the data
2 structure represents a Web page.

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